

Fig. 1

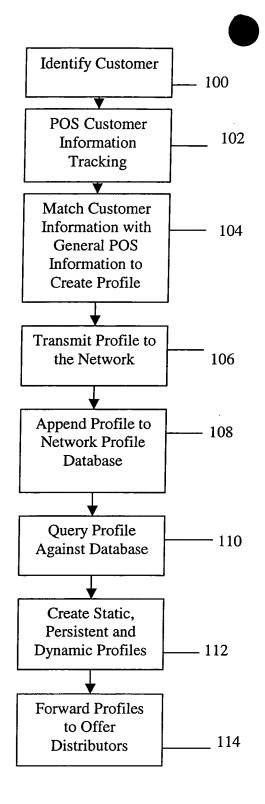


FIG. 2

			Media	Total Media	Redemption				Total
	Population	Circulation	Cost/M	Cost	Rate	Redeemers	Discount	Handling	Cost
Non Sauce Users	400,000	400,000	\$7.50	\$3,000	0%	-	\$0.50	\$0.15	\$3,000
Sauce Users	1,100,000	1,100,000	\$7.50			-			\$0
Brand Loyal	275,000	275,000	\$7.50	\$2,063	50%	137,500	\$0.50	\$0.15	\$91,438
Brand Preferred	235,000	235,000	\$7.50	\$1,763	30%	70,500	\$0.50	\$0.15	\$47,588
Brand Switchers	500,000	500,000	\$7.50	\$3,750	40%	200,000	\$0.50	\$0.15	\$133,750
Brand Loyal to Competitor	90,000	90,000	\$7.50			-	\$0.50	\$0.15	\$675
Total Population	1,500,000	1,500,000		\$11,250					\$276,450
	Percent		Cost per						
	Incremental	Incremental	Incremental				·		
	Purchases	Purchases	Purchase				Summary		
Non Sauce Users	0%	-	NA NA						
Sauce Users					Cost				
Brand Loyal	0%	-	NA		Media		\$11,250		
Brand Preferred	25%	17,625	\$2.70		Redemption		\$204,000		
Brand Switchers	60%	120,000	\$1.11		Admin.		\$61,200		
Brand Loyal to Competitor	0%	•	NA NA		Value				
Total		137,625	\$2.01		incremental M	argin	\$240,844		
					Cost		\$276,450		
					Net Value		(\$35,606)		
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FIG. 3A

			Media	Total Media	Redemption				Total
	Population	Circulation	Cost/M	Cost	Rate	Redeemers	Discount	Handling	Cost
Non Sauce Users	400,000	300,000	\$8.50	\$2,550	0%	-	\$0.50		\$2,55
Sauce Users	1,100,000		\$8.50		1	-			\$(
Brand Loyal	275,000	275,000	\$8.50	\$2,338	50%	137,500	\$0.50	\$0.15	\$91,71
Brand Preferred	235,000	235,000	\$8.50	\$1,998	30%	70,500	\$0.50		\$47,82
Brand Switchers	500,000	500,000	\$8.50	\$4,250	40%	200,000	\$0.50		
Brand Loyal to Competitor	90,000	90,000	\$8.50	\$765	0%	-	\$0.50	\$0.15	\$765
Total Population	1,500,000	1,400,000		\$11,900					\$277,100
	Percent		Cost per						
	Incremental	incrementai		<u> </u>					
	Purchases	Purchases	Purchase				Summary		
Non Sauce Users	0%	•	NA NA						
Sauce Users					Cost				
Brand Loyal	0%	-	NA ·		Media		\$11,900		
Brand Preferred	25%	17,625	\$0.00		Redemption		\$204,000		
Brand Switchers	60%	120,000	\$0.76		Admin.		\$61,200	$\neg 1 \neg \uparrow$	
grand Loyal to Competitor	0%	-	NA NA		Value				
Potal		137,625	\$2.01		Incremental	Margin	\$240,844		***************************************
Į!I					Cost		\$277,100		***************************************
ĮĪ					Net Value		(\$36,256)		
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FIG. 3B

•			Media	Total Media	Redemption				Total
	Population	Circulation	Cost/M	Cost	Rate	Redeemers	Discount	Handling	Cost
Non Sauce Users	400,000	-	\$15.00	\$0	0%		\$0.50	\$0.15	\$0
Sauce Users	1,100,000					-			
Brand Loyal	275,000	275,000	\$15.00	\$4,125	15%	41,250	\$0.25	\$0.15	\$20,625
Brand Preferred	235,000	235,000	\$15.00	\$3,525	40%	94,000	\$0.75	\$0.15	\$88,125
Brand Switchers	500,000	500,000	\$15.00	\$7,500	40%	200,000	\$0.50	\$0.15	\$137,500
Brand Loyal to Competitor	90,000	90,000	\$15.00	\$1,350	5%	4,500	\$1.50	\$0.15	\$8,775
Total Population	1,500,000	1,100,000		\$16,500					\$255,025
	Percent		Cost per						
	Incremental	Incremental	Incremental						······································
	Purchases	Purchases	Purchase				Summary		
Non Sauce Users	0%	-	NA NA						
Sauce Users					Cost				
Brand Loyal	0%	-	NA		Media		\$16,500		
Brand Preferred	25%	23,500	\$0.00		Redemption		\$187,563		
Brand Switchers	60%	120,000	\$0.17		Admin.		\$50,963		
Brand Loyal to Competitor	100%	4,500	\$19.58		Value				
Total		148,000	\$1.72		Incremental I	Margin	\$259,000		
					Cost		\$255,025		
					Net Value		\$3,975		
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		FIG. 3	3C						

Population 400,000 1,100,000 275,000	Circulation -	Cost/M \$15.00	Cost \$0	Redemption	Padamations	P(ļ
1,100,000 275,000	-	\$15.00	ev.		neuemphons	Discount	Handling	Cost
275,000		1	, JA	0%	•	\$0.50	\$0.15	\$0
		1			-			
	-	\$15.00	\$0	15%	•	\$0.25	\$0.15	\$0
175,000	175,000	\$15.00	\$2,625	45%	78,750	\$0.70	\$0.15	
60,000	60,000	\$15.00	\$900	20%	12,000	\$0.25	\$0.15	
375,000	375,000	\$15.00	\$5,625	50%	187,500	\$0.65	\$0.15	\$155,625
125,000	125,000	\$15.00	\$1,875	20%	25,000	\$0.25	\$0.15	\$11,875
90,000	90,000	\$15.00	\$1,350	5%	4,500	\$1.50	\$0.15	\$8,775
1,500,000	825,000		\$12,375					\$251,538
Percent		Cost per						
	Incremental	Incremental						
Purchases	Purchases	Purchase			Summary			
0%	-	NA						
0%	•	NA		Media		\$12,375		
25%	19,688	\$3.53			1	\$193,000		
35%	4,200	\$1.36		Admin.		\$46,163		
70%	131,250	\$1.19						
70%	17,500	\$0.68		Incremental	Margin	\$275,538		
100%	4,500	\$1.95		Cost		\$251,538		
	157,450	\$1.60		Net Value		\$24,000		
					<u>-</u>			
					1		 	
	90,000 1,500,000 Percent Incremental Purchases 0% 0% 25% 35% 70% 70%	90,000 90,000 1,500,000 825,000 Percent Incremental Incremental Purchases Purchases 0% - 0% - 25% 19,688 35% 4,200 70% 131,250 70% 17,500 100% 4,500	90,000 90,000 \$15.00 1,500,000 825,000 Percent Cost per Incremental Incremental Incremental Purchases Purchase 0% - NA 0% - NA 25% 19,688 \$3.53 35% 4,200 \$1.36 70% 131,250 \$1.19 70% 17,500 \$0.68 100% 4,500 \$1.95	90,000 90,000 \$15.00 \$1,350 1,500,000 825,000 \$12,375 Percent Cost per Incremental Incremental Incremental Purchases Purchase O% - NA 0% - NA 25% 19,688 \$3.53 35% 4,200 \$1.36 70% 131,250 \$1.19 70% 17,500 \$0.68 100% 4,500 \$1.95	90,000 90,000 \$15.00 \$1,350 5% 1,500,000 825,000 \$12,375 Percent Cost per Incremental Incremental Incremental Purchases Purchase Purchase O% - NA Cost O% - NA Media 25% 19,688 \$3.53 Redemptior 35% 4,200 \$1.36 Admin. 70% 131,250 \$1.19 Value 70% 17,500 \$0.68 Incremental	90,000 90,000 \$15.00 \$1,350 5% 4,500 1,500,000 825,000 \$12,375 Percent Cost per	90,000 90,000 \$15.00 \$1,350 5% 4,500 \$1.50 1,500,000 825,000 \$12,375 Percent Cost per	90,000 90,000 \$15.00 \$1,350 5% 4,500 \$1.50 \$0.15 1,500,000 825,000 \$12,375 Percent Cost per

FIG. 3D